

RECIPIENT NAME:City of Chicago

AWARD NUMBER: 17-43-B10507

DATE: 08/30/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 17-43-B10507	3. DUNS Number 140652640
4. Recipient Organization City of Chicago 50 W. Washington St., Suite 2700, Chicago, IL 60602		
5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official Francesca Rodriquez	7c. Telephone (area code, number and extension) 312-744-4081	
	7d. Email Address Francesca.Rodriquez@cityofchicago.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 08-30-2012	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Awareness Campaign

- Smart Communities marketing campaign is visible throughout the Smart Communities via bus and rail ads and Community Staff members are engaged in a door to door campaign distributing post cards, brochures, buttons and bookmarks.
- Began marketing plan with the Marketing Department at Chicago Public Library to produce new marketing materials for the fall

Each of the Smart Communities portals has been active increasing visibility in their respective communities and recruiting and training new contributors. Community breakdown below:

- www.humboldtparkportal.org – unique visitors 9,085/contributors 414
- www.auburngreshamportal.org – unique visitors 4,708/contributors 27
- www.chicagolawnportal.org – unique visitors 3,529/contributors 27
- www.inglewoodportal.org – unique visitors 6,734/contributors 5
- www.pilsenportal.org – unique visitors 15,350/contributors 58

Training Activities

- 3301 instances of training in Everyday Digital, Digital 2.0 and Civic 2.0 across the five Smart Communities
- 218 community residents earned netbooks and participated in earned computer training orientations
- 18 business owners earned desktops and participated in computer training orientation
- 200 youth participated in Digital Youth Network after school programming
- Completed final module of DYN after-school programming in 9 Smart Communities schools
- 250 youth participated in YOUmedia activities at Smart Communities library branches

Business Resource Networks

- 104 businesses completed technology assessments
- 42 businesses completed technology action plans
- 169 businesses participated in technology related trainings

YOUmedia

- Purchased furniture and accessories for all YOUmedia branch locations
- Completed YOUmedia program planning for Chicago Public Library's Summer Reading Program
- Launched DYN's online video curriculum and contest as a collaboration with YOUmedia in Pilsen
- Hosted a parent and student information meeting to provide students and families with details of the video contest and prizes
- Completed and submitted annual reports to the Chicago Public Library Foundation and the MacArthur Foundation (match organizations), profiling the first year of YOUmedia in the branches
- Attended a meeting in Philadelphia for YOUmedia sites coordinated by the National Writing Project
- Created Professional Learning Plans with and for Cyber Navigators
- Completed equipment inventory with the Chicago Community Foundation

Digital Youth Network

- Showcased DYN work at three school end-of-the-year assemblies
- Collected feedback from the students, mentors and Cyber Navigators to better understand how students are taking up the DYN online curriculum

Evaluation

- Launched the FamilyNet telephone survey (in English and Spanish) - a follow-up survey for participants in the FamilyNet program
- Created surveys online (in English and Spanish) for Civic 2.0 participants
- Completed modeling and estimates for various aspects of Internet use in 77 neighborhoods in Chicago; a full report will be available next quarter

Other

- 283 residents adopted broadband at home and 16 businesses adopted broadband
- Accrued \$475,011.06 in expenses to be paid out in Q3

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
--	-----------	------------------	--

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	66	Delays in setting up contracts for a sub-recipient resulted in some delayed payments. We did not account for the complexities related to the multi-level sub-recipient reimbursement payment structure.
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Smart Communities partners and agencies continue to report that the cost of broadband services continues to be as an obstacle to adopt at home for community residents.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
See Attachment	See Attachment	See Attachment	5,501	4,344	32,133	35
Total:			5,501	4,344	32,133	35

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

The Broadband Adoption Campaign will cause 11,386 households or businesses to become new broadband subscribers. This will increase the percentage of households with broadband to 71% in the two-year period, above the current Chicago-wide average of 61%. These goals are based on baseline data setting current rates of broadband subscribers in the five communities; the BTOP funded outreach, access, training and marketing strategy to reach 75% of current non-broadband users (or 22,772 households). Of these, we project 50% or 11,386 households will adopt broadband services. Through the education and program component the goal is to reach a minimum of 4,996 households (youth and adults) and businesses who will be tracked in a central database system to track for broadband adoption. Of this total we are assuming a 75% sustainable adoption conversation rate or 3,747 new subscribers. The remainder would be the indirect result of these new subscribers encouraging neighbors, friends and family to also adopt broadband and general awareness campaign to have a "multiplier effect" of about 3 to 1 to each the 11,386 goal.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

The City of Chicago and Smart Chicago Collaborative are working closely to develop policy in the Chicagoland area that may help to address the cost of broadband for low-to-moderate income communities. However, the City continues to receive anecdotal reports from Smart Communities lead agencies that the cost of broadband continues to be an adoption barrier.

The preliminary city wide survey data indicates that there is a slightly higher rate of change for Internet Use Anywhere and Broadband in the Home in the Smart Communities, especially for Internet use anywhere in comparison with other community areas and averages. We need to do some further analysis to see how the Smart Communities compare to other neighborhoods that have had lower rates of use. Based on 2010 Census population data and point estimates for a 2011 city wide survey, for Smart Communities, rough estimates

indicate that around 31,850 more people in Chicago's Smart Communities geographic area have broadband in the home compared to the 2008 survey and population data. The point estimates should reflect change in the community areas. As far as whether there is any growth in broadband in the community, this estimate is our best estimate of that growth in the Smart Communities geographic areas. This estimate reflects individuals and not households. A more rigorous report is forthcoming that will more deeply analyze the city wide survey data.

The City has been working with Comcast to promote the Internet Essentials Program not only in Smart Communities but also in Chicago Public Libraries and through Chicago Public Schools. Comcast partnered with Smart Communities to do five Everyday Digital "style" trainings at the FamilyNet Centers that will take place in Q3. As of the end of June, Comcast reported that there have been approximately 6,500 Internet Essentials activations in Chicago. We have requested the data by community area and zip code.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
----------------------	--------------------------------

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

Outreach Activities
 -Recruit FamilyNet Center and Business Resource Network participants
 -Continue one-on-one meetings with community residents and leaders

Training Programs
 -Continue distributing Everyday Digital and Civic 2.0 certificates of completion and earned computers to eligible community residents
 -Continue Everyday Digital and Civic 2.0 training classes

Earned Computers and Broadband Subscribers
 -Distribute the remaining earned netbooks and desktops to eligible residents and business owners
 -Continue documenting broadband subscribers from training and earned computer participants
 -Deploy 1300 Sprint aircards in Smart Communities

YOUmedia
 -Host a two-day professional development workshop for YOUmedia Cyber Navigators
 -Implement a new professional development module with regard to understanding roles and role pathways and pedagogy and curriculum/activity development
 -Implement Chicago Public Library Summer Reading Program in all YOUmedia three branches
 -Initiate a YOUmedia PS3 Move competition for middle and high school students
 -Finalize, produce, and distribute new marketing and promotional materials for YOUmedia to students and schools
 -Create a school outreach plan for the 2012-2013 academic school year along with a plan to work with the extended school day to occur in all Chicago Public Schools

Digital Youth Network
 -Continue DYN online curriculum and develop online mentorships in iRemix platform
 -Create a DYN database of self-paced media activities

Evaluation
 -Launch online survey (in English and Spanish) for Civic 2.0 participants
 -Complete report for various aspects of Internet use in 77 neighborhoods in Chicago

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	82	N/A
2.b.	Equipment Purchases	-	Milestone Data Not Required

2.c. Awareness Campaigns	-	Milestone Data Not Required
2.d. Outreach Activities	-	Milestone Data Not Required
2.e. Training Programs	-	Milestone Data Not Required
2.f. Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Chicago Public Schools is implementing an extended school day to all schools which will impact the start time of YOUmedia programming after school. For example, on a short library day students will not be released from school until 3:30pm or 4:00pm, leaving only a 1.5 -2-hour window of programming time for after school YOUmedia programming. However we will create plans to adjust to these potential changes in Chicago Public School hours to continue programming in all three branches.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$92,396	\$92,396	\$0	\$71,114	\$61,280	\$9,834	\$74,802	\$61,280	\$13,522
b. Fringe Benefits	\$30,665	\$30,665	\$0	\$22,727	\$16,887	\$5,840	\$24,917	\$16,887	\$8,030
c. Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$8,720,374	\$1,646,005	\$7,074,369	\$5,715,997	\$1,029,453	\$4,686,544	\$7,216,348	\$1,077,055	\$6,139,293
i. Total Direct Charges (sum of a through h)	\$8,843,435	\$1,769,066	\$7,074,369	\$5,809,838	\$1,107,620	\$4,702,218	\$7,316,067	\$1,155,222	\$6,160,845
j. Indirect Charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
k. TOTALS (sum of i and j)	\$8,843,435	\$1,769,066	\$7,074,369	\$5,809,838	\$1,107,620	\$4,702,218	\$7,316,067	\$1,155,222	\$6,160,845

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0 b. Program Income to Date: \$0